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Date: August 23, 2015 at 7:34:06 PM PDT
To: tcook@apple.com
Subject: Please fix the app store search

Hello Tim,

I do not want to take too much of your time, but can you please help to fix the app store search rankings?

I have been a developer on the app store from the very beginning and working on my current main app since the launch of the original iPad. I have had a good amount of success on the store and it has allowed me to provide a living for me and my partner while he is in school. For the past year and a half its has been a lot harder to have success specifically over the past 3 months the search rankings have changed so much my apps position has been all over the place. I use to have over 4000 downloads a day on average now recently it has been well under half that each day.

I have noticed my app getting pushed down by other apps that receive less downloads per day, have a lower rating or have not been updated in over a year. I work hard to make sure my app is optimized for the latest hardware, but apps that are not optimized for the iPhone 6 and 6 Plus push me down in rankings. I also often get pushed down by apps that have nothing to do with the keyword search term.

I feel like the app store now is not helping individual developers like it use to and is only allowing the big guys to play.

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Thank you for your time,

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